



May XX, 2017

Contact Name:
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FOR IMMEDIATE RELEASE

Click It or Ticket begins May 22
Law enforcement officers on the lookout for unbuckled motorists

The annual two-week *Click It or Ticket* campaign begins May 22 and (NAME OF POLICE AGENCY) is stepping up seat belt enforcement to increase seat belt use, save lives and reduce injuries.

According to the Michigan State Police Criminal Justice Information Center, in 2016, XXX people who died in traffic crashes in Michigan were not wearing their seat belts. Using a seat belt reduces the risk of injury or death in a traffic crash by 45 percent.

"Vehicles are safer than ever but seat belts remain the primary safety device," said (DEPARTMENT SPOKESPERSON). "As the saying goes, seat belts only work if you wear them. This emphasis on enforcement is meant to remind motorists just how important that quick click is."

During the 2016 Memorial Day holiday period, XX people died in traffic crashes.

Michigan law requires drivers, front seat passengers and passengers 15 and younger in any seating position to be buckled up. Children must be in a car seat or booster seat until they are 8 years old or 4'9" tall. Children under 4 years old must be in the back seat.

The Michigan Office of Highway Safety Planning is coordinating the effort which is supported by federal traffic safety funds. Grant-funded seat belt enforcement is part of Michigan's Strategic Highway Safety Plan signed by Gov. Rick Snyder in 2013.